

Book Trailer Planning Template

Name of Book Trailer _____ Producer Name(s) _____

Words: Write one sentence that tells about the story and will make someone want to read it:

Hints and Tips:

- Read the back of the book. Is there a sentence that grabs your attention?
- Read the first paragraph of the book. Is there a sentence that gets your interest?
- Does the main character have a favorite saying?
- Does the main character have a motto or rule that they live by?
- Ask a question such as "What would you do if...?"
- Introduce the characters such as "A man, a mouse, and a dream".
- Build suspense such as "A mysterious stranger comes to town".

Story Highlights: What aspect of the story will you focus on? Exciting scenes? Slow moving suspense?

Hints and Tips:

- The event should be near the beginning of the book.
- The event should tell about the problem.
- The event should show the characters.
- The event should give a hint to what will happen next.
- The event should not give away the ending.

Sound Effects / Music _____

Pacing _____

How will pacing be used? To draw interest, create suspense, show action? Timing should be effective & efficient.

Mood _____

What kind of mood do you want to create? Sadness? Suspense? How will the sound, pacing and words help?

Images List the important visual elements that will be included, like who (characters) and what (setting/accessories). This will help you create the Storyboard.

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Storyboard for Book Trailers

A storyboard allows you to visually plan your book trailer. They are often used in advertising, animation and film. 9 frames equal approximately 90 seconds.

Frame # _____



Audio _____

Text _____

Image Source _____

Frame # _____



Audio _____

Text _____

Image Source _____

Frame # _____



Audio _____

Text _____

Image Source _____

Frame # _____



Audio _____

Text _____

Image Source _____

Frame # _____



Audio _____

Text _____

Image Source _____

Frame # _____



Audio _____

Text _____

Image Source _____

PLANNING THE TRAILER

Be sure to make a storyboard **before** you begin creating the video. Ask yourself some questions to determine what you should include.

- What do you want your audience to know?
- Will you speak it or write it?
- What photos or videos do you want to include?
- Will you include text?
- Will the text be in sentences, phrases, or words?

Tips for creating a great book trailer:

1. Don't go overboard with the effects and transitions. I recommend using one effect (like fading). Try to limit yourself to three effects for the entire video.
2. Choosing the images and music that you want will probably take the most time.
3. If you're not sure what you'd like to write about the book, consider using quotes from the book.
4. First-person and third-person point of view are commonly used.
5. Capture the viewer by using rhetorical questions near the end of the trailer (e.g. "Will Man Jack ever be able to find Bod?").
- 6. NEVER reveal the ending of the book.**
7. Be selective when choosing the font of your text. Font type can heighten the mood of the trailer. If you have two "voices" in the trailer, consider using two different types of font.
8. Be careful to limit the number of text slides in a trailer. A lot of trailers actually look better when the whole story is told through images and do not use text. Using only images allows the viewer to make internal connections without having to read a word (think of a wordless picture book).
9. Sometimes one word can describe a scene better than a whole sentence.
10. Typical trailers run one to three minutes in length. Too little and the trailer doesn't capture the book. Too much and you lose your audience.
11. On the last slide of your trailer, be sure to give credit for all of the content that you used (quotes, images, music). **DON'T FORGET TO INCLUDE YOUR NAME.** For example: Created by (your name), (grade), (school name)